

## ORDER



Orders	Order / Rev:	107890	Primary AE:	Amy McCreary
	Alt Order #:	06863898	Sales Office:	BLPHI
	Product Desc:	D.TARKANIAN FOR CONG	Sales Region:	National
	Estimate:			
	Flight Dates:	10/16/12 - 10/22/12		
	Original Date / Rev:	10/19/12 / 10/19/12		
	Order Type:	GENERAL		
Agency	Name:	Sandler-Innocenzi, Inc.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		705 Prince St. Alexandria, VA 22314	Agency Commission:	15%
Advertiser	Name:	Tarkanian for Congress	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC02	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/21/12	42	\$27,525.00	\$23,396.25	October 2012	42	\$27,525.00	\$23,396.25	0.00
					Totals	42	\$27,525.00	\$23,396.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	25%	\$27,525.00
Market	100%	\$110,100.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	28%	\$30,828.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$27,525.00
KTUD	1%	\$1,101.00
KVVU	18%	\$19,818.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$3,303.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/16/12	10/19/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	-TWTF--	:30	4	\$725.00	1	0.00	NM	4	\$2,900.00
4PM NEWS (1 hour)															
(4:30 PM-5:00 PM)															
NEWS															
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 10/15/12		10/21/12		-TWTF--		4		\$725.00		0.00					

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 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Tarkanian for Congress  
 Product Desc: D.TARKANIAN FOR CONG  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/16/12	10/19/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	-TWTF--	:30	4	\$725.00	1	0.00	NM	4	\$2,900.00
NEWS															
3	KSNV	10/16/12	10/19/12	M-F Early News M-F Early News	CM	5-630p	-TWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
5	KSNV	10/16/12	10/19/12	FacetoFace/Ralston RepCM FacetoFace/Ralston Report	CM	730-758pm	--WTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
RALSTON															
7	KSNV	10/16/12	10/19/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
9	KSNV	10/20/12	10/21/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----SS	:30	1	\$675.00	1	0.00	NM	1	\$675.00
NEWS															
10	KSNV	10/20/12	10/20/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
VEGAS INC															
11	KSNV	10/20/12	10/21/12	Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS															
12	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS															
13	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
14	KSNV	10/20/12	10/20/12	News 3 Today - SATURDAY News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS															
15	KSNV	10/21/12	10/21/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS															
16	KSNV	10/21/12	10/21/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
SUN TODAY															
17	KSNV	10/16/12	10/19/12		CM	630-7pm	--WTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00

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Advertiser: Tarkanian for Congress  
Product Desc: D.TARKANIAN FOR CONG  
Estimate:

KSJV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Jeopardy											
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-- WTF --		2	\$1,300.00			0.00					
18	KSNV	10/21/12	10/21/12	Sports Night in Las Vegas	SM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
				SPORTS NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1	\$200.00			0.00					
19	KSNV	10/16/12	10/19/12	Wake Up Early w/ Wagner	GM	430a-5a	- TWT---	:30	4	\$100.00	2	0.00	NM	4	\$400.00
				Wake Up Early Wagner											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWT---		4	\$100.00			0.00					
21	KSNV	10/16/12	10/19/12	M-F 5-6a WakeUp w/Wagner	GM	5-6a	- TWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
				M-F 5-6a WakeUp w/Wagners											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--		2	\$450.00			0.00					
23	KSNV	10/16/12	10/19/12	M-F 6-7a WakeUp w/Wagner	GM	6-7a	- TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
				M-F 6-7a WakeUp w/Wagners											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--		4	\$700.00			0.00					
25	KSNV	10/16/12	10/19/12	Today Show	CM	658a-9am	- TWTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--		3	\$900.00			0.00					
27	KSNV	10/16/12	10/19/12	Rachael Ray	CM	11am-12pm	- TWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				Rachael Ray											
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--		1	\$325.00			0.00					
29	KSNV	10/16/12	10/19/12	Noon News	CM	12-1230pm	- TWTF--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--		1	\$425.00			0.00					
31	KSNV	10/16/12	10/19/12	The Agenda 1230pm	CM	1230-1p	- TWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
				The Agenda 1230pm											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--		4	\$325.00			0.00					